

TSA.GOV Web Performance Metrics

Jul 1, 2019 - Jul 31, 2019

All Users
100.00% Sessions

Total Visits

5,424,181

% of Total: 100.00% (5,424,181)



Avg. Visit Duration

00:01:49

Avg for View: 00:01:49 (0.00%)



Pageviews

10,178,947

% of Total: 100.00% (10,178,947)



Unique Visitors

4,092,576

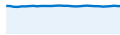
% of Total: 100.00% (4,092,576)



Avg. Pages / Visit

1.88

Avg for View: 1.88 (0.00%)



Avg. Time on Page

00:02:03

Avg for View: 00:02:03 (0.00%)



Bounce Rate

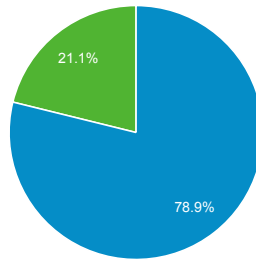
51.97%

Avg for View: 51.97% (0.00%)



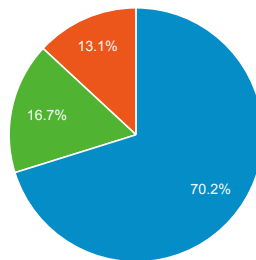
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	2,067,811	51.55%
TSA Pre✓® Transportation Security Administration	1,183,006	35.67%
Transportation Security Administration	656,488	36.16%
Liquids Rule Transportation Security Administration	581,174	69.87%
Identification Transportation Security Administration	387,177	72.12%

Visits by Social Network

Social Network	Sessions
Facebook	50,032
Twitter	8,990
YouTube	2,121
TripAdvisor	1,608
reddit	1,116
Instagram	1,055
Quora	982
Stack Exchange	598
Instagram Stories	550
LinkedIn	425

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	2,750,799	50.21%
(direct) / (none)	1,482,198	56.80%
search.usa.gov / referral	158,444	45.08%
bing / organic	129,366	38.29%
ttp.cbp.dhs.gov / referral	96,258	41.34%
aa.com / referral	79,623	64.89%
yahoo / organic	64,915	44.56%
m.facebook.com / referral	44,767	71.28%
delta.com / referral	35,352	53.34%
dhs.gov / referral	34,891	44.52%